

Message Text

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43

ACTION EUR-06

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FM AMEMBASSY BUCHAREST

TO USIA WASHDC

INFO SECSTATE WASHDC 9023

UNCLAS BUCHAREST 2541

USIA FOR ICS/DAVIS AND IEE/SHIRLEY FROM AMBASSADOR

E.O. 11652: N/A

TAGS: SCUL, RO

SUBJ: PHOTOGRAPHY USA EXHIBIT DIRECTOR

1. REVIEWING DICK SUIB'S SLIDE PRESENTATION EARLIER THIS WEEK REGARDING PLANS FOR THE PHOTOGRAPHY USA TRADE FAIR EXHIBIT NEXT FALL REMINED ME OF BILL DAVIS AND MY DISCUSSION WITH HIM SOME WEEKS AGO ON THE SUBJECT OF AN APPROPRIATE EXHIBIT DIRECTOR, AN OCCASION DURING WHICH I HAD ASKED THAT FRANK URSINO BE CONSIDERED. I WOULD LIKE TO FOLLOW UP IN A MORE SPECIFIC WAY AND ASK THAT YOU TAKE INTO CONSIDERATION THE FOLLOWING FACTORS.

2. I AM FAMILIAR WITH FRANK'S WORK AS A RESULT OF THE R&D SHOW IN 1970 AND FROM HIS PRESENT RESPONSIBILITIES WITH PROGRESS AND THE ENVIRONMENT. BECAUSE OF HIS GREAT TALENTS, HIS SERVICE IN THE SAME CAPACITY DURING THE PHOTOGRAPHY USA EXHIBIT WOULD GIVE ME AN OPPORTUNITY TO ESTABLISH A BENCHMARK UNDER CURRENT POLITICAL AND COMMERCIAL CONDITIONS CONCERNING WHAT IS POSSIBLE FOR TRADE FAIR OPERATIONS.

3. PERHAPS MORE IMPORTANT FROM THE STANDPOINT OF OUR PUBLIC

AFFAIRS REQUIREMENTS IS THE QUESTION OF CONTINUITY. AS YOU KNOW, NOT ONLY THE PRESS AND CULTURE SECTION BUT THE EMBASSY AS A WHOLE WILL SHORTLY BE UNDERGOING AN EXTENSIVE PERSONNEL TURNOVER.

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6. AND WHILE I AM CONFIDENT THAT ANY EXHIBIT DIRECTOR WHOM THE AGENCY SENDS HERE WILL RECEIVE THE MAXIMUM OF SUPPORT AND COOPERATION FROM BOTH THE ROMANIAN SIDE AND THE RESIDENT AMERICAN STAFF, IT IS ALSO TRUE THAT FRANK HAS DEVELOPED AN INVALUABLE SET OF CONTACTS WHICH WOULD SUBSTANTIALLY ENHANCE PHOTOGRAPHY USA'S PROSPECTS FOR SUCCESS, ESPECIALLY DURING THE CRITICAL PRE-OPENING STAGES. THIS FACTOR ACQUIRES EVEN GREATER WEIGHT IN THE LIGHT OF THE INNOVATIVE AND TECHNICALLY COMPLEX ASPECTS OF THE EXHIBIT ITSELF, ASPECTS WHICH SUDBOROUGH UNDERSCORED IN HIS PRESENTATION.

4. SHOULD THE TRAINING REQUIREMENT IN ZAGREB STILL POSE A SCHEDULING CONFLICT, I WONDER IF THOUGHT COULD BE GIVEN TO THE POSSIBILITY OF HAVING SUCH TRAINING PERFORMED HERE IN BUCHAREST, WHERE FRANK'S TIME AND TALENTS COULD, I BELIEVE, BE MAXIMIZED IN THE BEST INTERESTS OF ALL.

5. WILL APPRECIATE HAVING YOUR REACTION TO THE ABOVE.
BARNES

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